AO 120 (Rev. 3/04)

TO: Mail Stop 8 Director of the U.S. Patent and Trademark Office P.O. Box 1450 Alexandria, VA 22313-1450	**REPORT ON THE FILING OR DETERMINATION OF AN ACTION REGARDING A PATENT OR TRADEMARK**

In Compliance with 35 U.S.C. § 290 and/or 15 U.S.C. § 1116 you are hereby advised that a court action has been filed in the U.S. District Court NEWARK, NEW JERSEY on the following ☒ Patents or ☐ Trademarks:

DOCKET NO.	DATE FILED	U.S. DISTRICT COURT
07-4981 (DMC)	10/16/07	District of New Jersey
PLAINTIFF: REFINED RECOMMENDATION CORPORATION		DEFENDANT: NETFLIX, INC.

PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 US6,606,102 B1	8/12/2003	**SEE ATTACHED EXHIBIT 1**
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In the above—entitled case, the following patent(s)/ trademark(s) have been included:

DATE INCLUDED	INCLUDED BY ☐ Amendment ☐ Answer ☐ Cross Bill ☐ Other Pleading	
PATENT OR TRADEMARK NO.	**DATE OF PATENT OR TRADEMARK**	**HOLDER OF PATENT OR TRADEMARK**
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In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT

CLERK	(BY) DEPUTY CLERK	DATE
WILLIAM T. WALSH	Leroy Dunbar	10/16/2007

Copy 1—Upon initiation of action, mail this copy to Director Copy 3—Upon termination of action, mail this copy to Director
Copy 2—Upon filing document adding patent(s), mail this copy to Director Copy 4—Case file copy

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US006606102B1

(12) **United States Patent**
Odom

(10) **Patent No.: US 6,606,102 B1**
(45) **Date of Patent: Aug. 12, 2003**

(54) **OPTIMIZING INTEREST POTENTIAL**

(76) Inventor: **Gary Odom**, 15505 SW. Bulrush La., Tigard, OR (US) 97223

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 477 days.

(21) Appl. No.: **09/586,278**

(22) Filed: **Jun. 2, 2000**

(51) **Int. Cl.**[7] **G09G 5/00**
(52) **U.S. Cl.** **345/745**; 345/733; 345/747; 345/764; 345/765
(58) **Field of Search** 345/744, 968, 345/733, 745, 747, 764, 765, 866, 810, 835; 707/3, 5, 6, 10; 709/201, 202, 203

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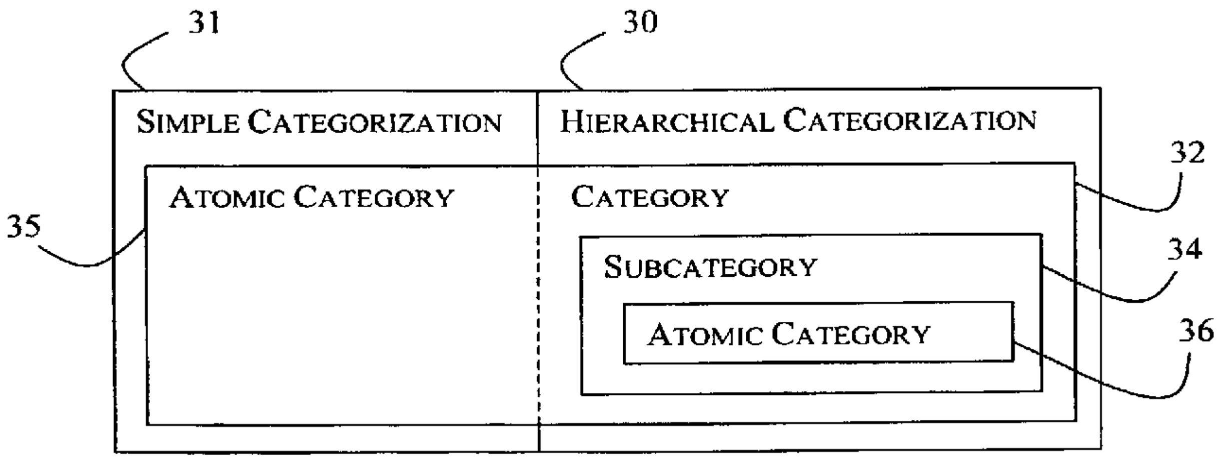
(57) **ABSTRACT**

Described are methods to accommodate user interests in content available in information-rich software environments. As a dynamic process, user profiles are surreptitiously obtained by discerning and collating user interest based upon patterns of search and selection of displayed descriptor-based content. Based upon encapsulated user profiles, content characteristics of interest to users may be discerned, and content display altered to optimize individual user interest potential.

60 Claims, 11 Drawing Sheets